
Ynez Rd & Winchester Rd
Temecula, CA

Market Overview





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Data. Source: Experian Marketing Services



Summary

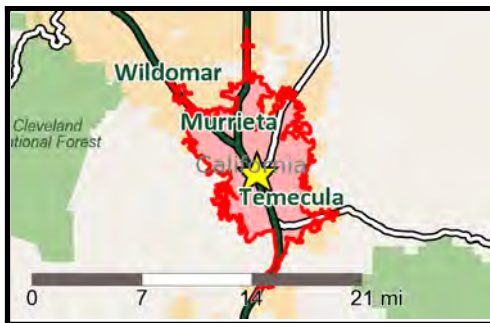
This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of Temecula, CA. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

Additionally, to provide insights beyond demographics, figures for "psychographic" tendencies are displayed as well. Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are presented to illustrate what the consumer opportunities look like in Temecula.

For more information regarding Mosaic Segmentation, please visit the [Mosaic Interactive Guide](#).

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC, and Anthropologie, as well as hundreds of other national retailers and restaurants. For any questions on the information presented in this report, please call the Buxton office at 817.332.3681.

10-Minute Trade Area Overview

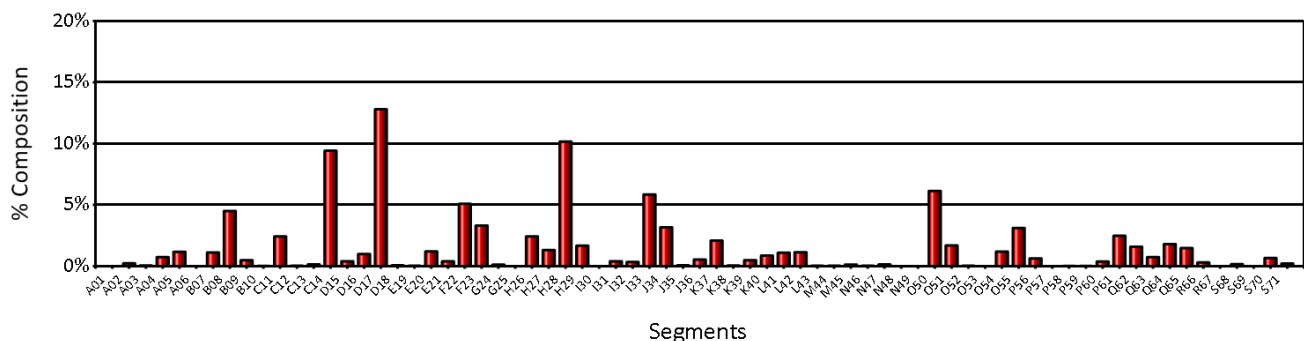


Demographic Highlights

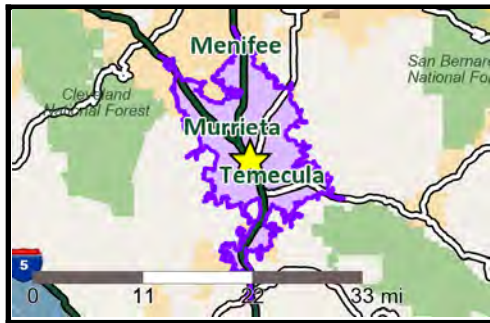
Population (Pop): 142,426	Pop Growth ('00 - '10): 74.4%
Workplace Pop: 50,564	Proj Growth ('13 - '18): 18.1%
Households (HH): 46,310	HH Growth ('00 - '10): 73.3%
Median HH Income: \$72,520	Proj Growth ('13 - '18): 18.9%

Top Household Segments

D17: Cul de Sac Diversity H28: Everyday Moderates C14: Boomers and Boomeran



15-Minute Trade Area Overview

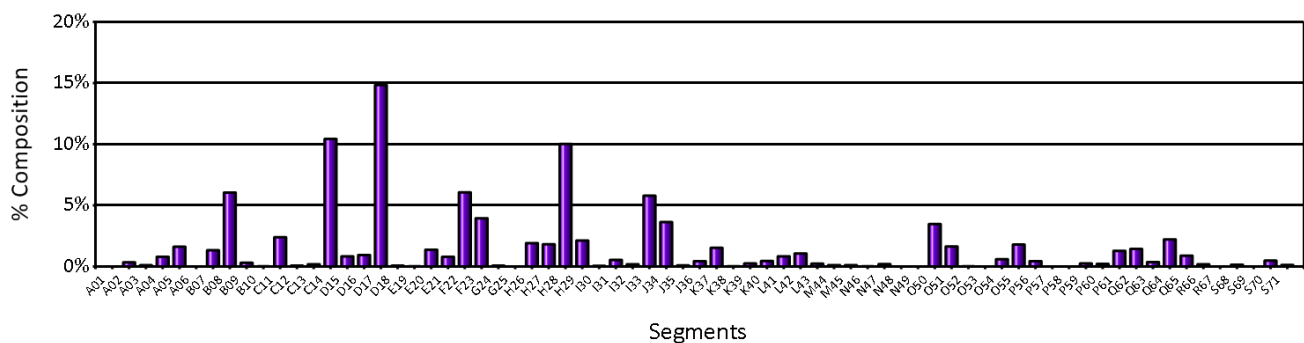


Demographic Highlights

Population (Pop): 305,616	Pop Growth ('00 - '10): 94.6%
Workplace Pop: 82,654	Proj Growth ('13 - '18): 19.7%
Households (HH): 94,921	HH Growth ('00 - '10): 90.1%
Median HH Income: \$76,228	Proj Growth ('13 - '18): 20.1%

Top Household Segments

D17: Cul de Sac Diversity C14: Boomers and Boomeran H28: Everyday Moderates



20-Minute Trade Area Overview

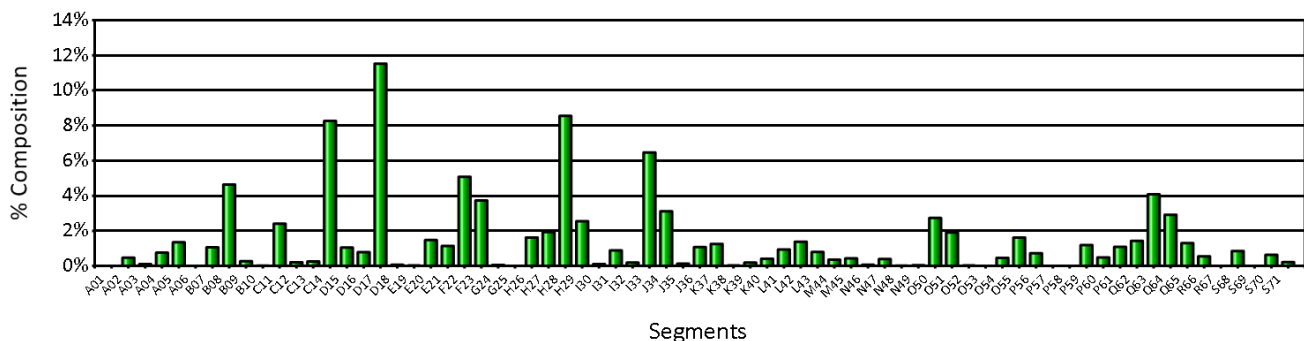


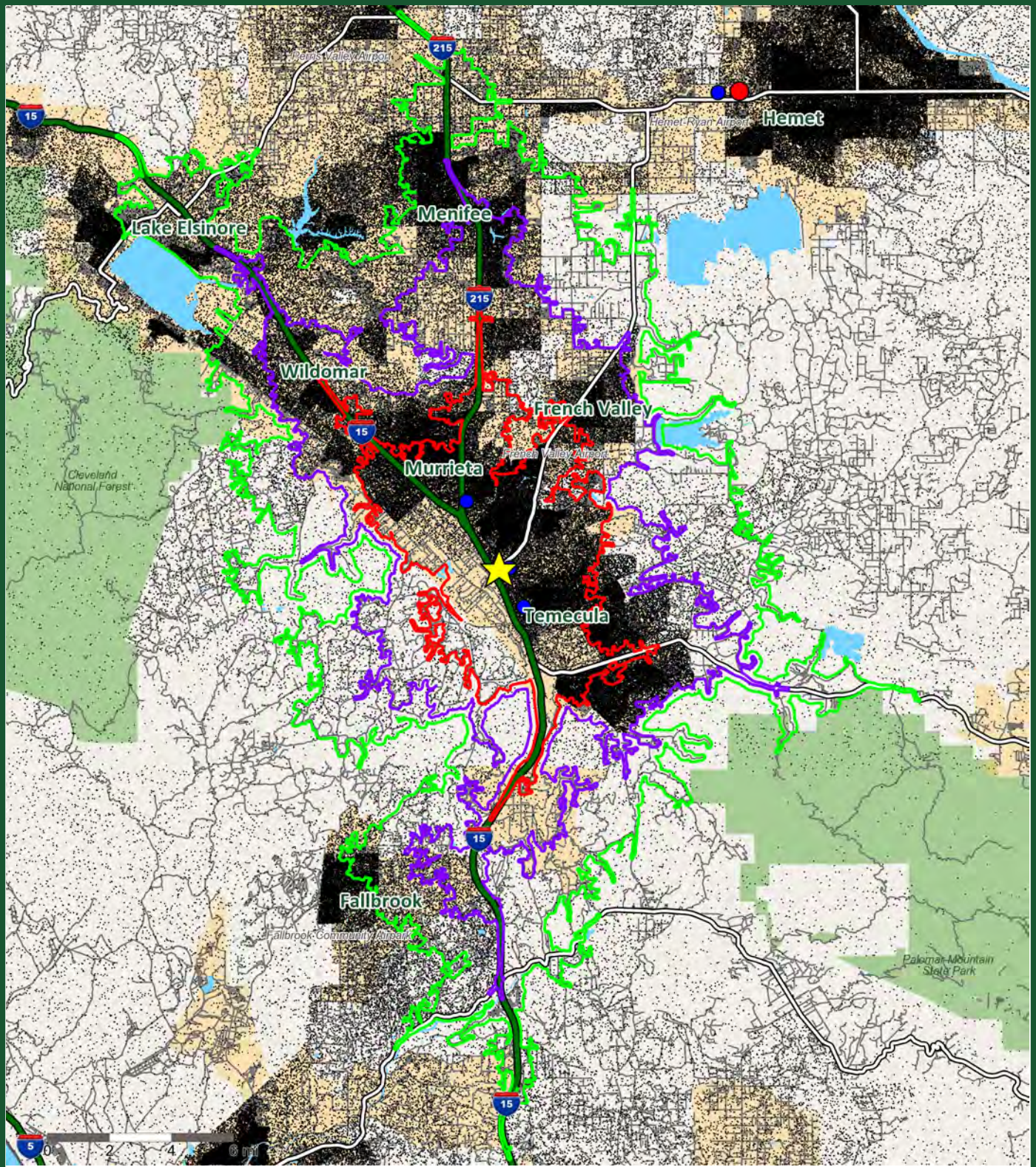
Demographic Highlights

Population (Pop): 415,854	Pop Growth ('00 - '10): 83.3%
Workplace Pop: 107,247	Proj Growth ('13 - '18): 17.9%
Households (HH): 132,951	HH Growth ('00 - '10): 73.8%
Median HH Income: \$70,728	Proj Growth ('13 - '18): 18.1%

Top Household Segments

D17: Cul de Sac Diversity H28: Everyday Moderates C14: Boomers and Boomeran

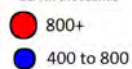




Temecula, CA: Household Density



Retail Centers
GLA in thousands



Proposed
Retail Location

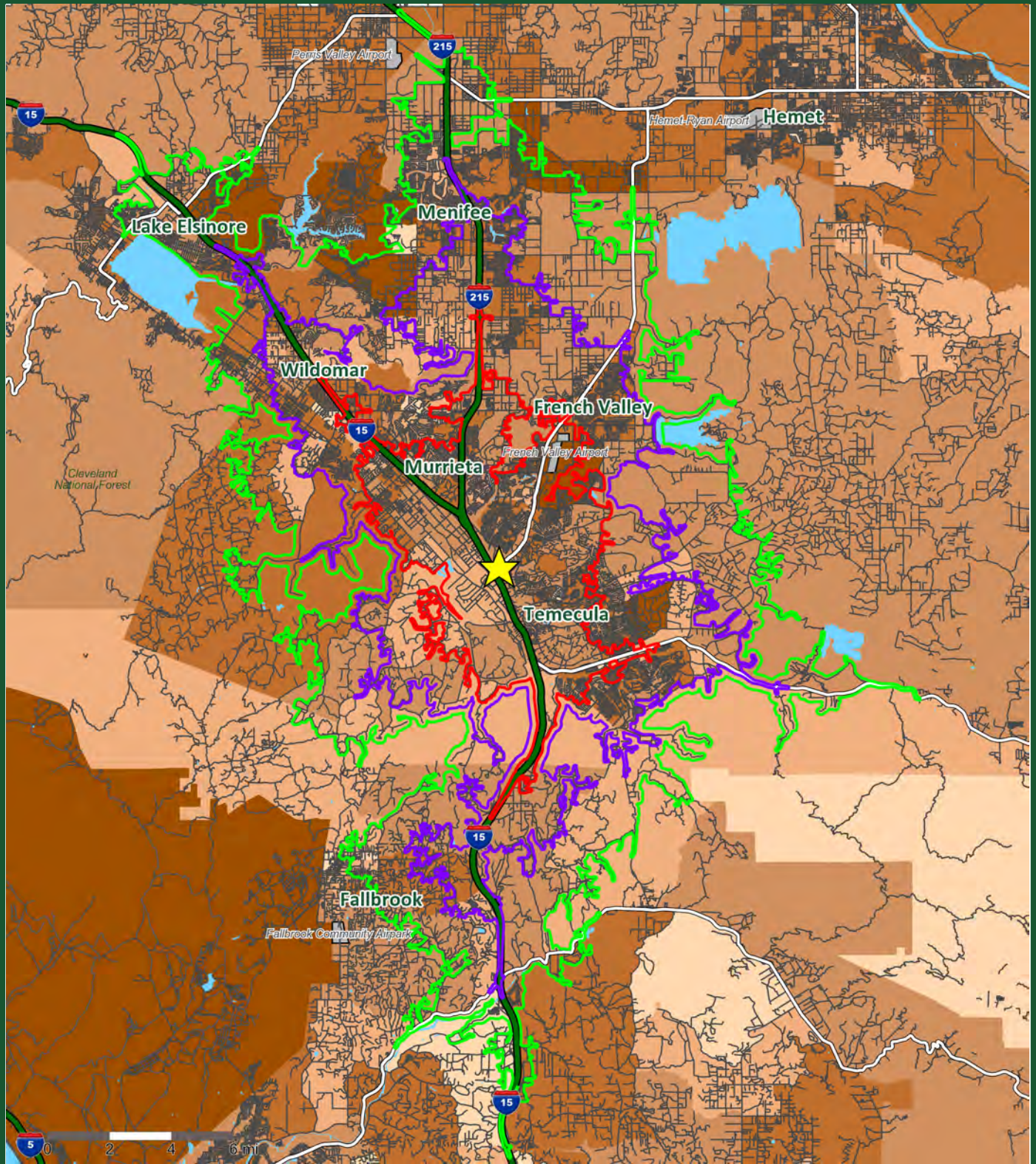
10 Minute Drive-Time

15 Minute Drive-Time

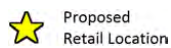
20 Minute Drive-Time

1 Dot = 1 Household





Temecula, CA: Population



Proposed
Retail Location

10 Minute Drive-Time

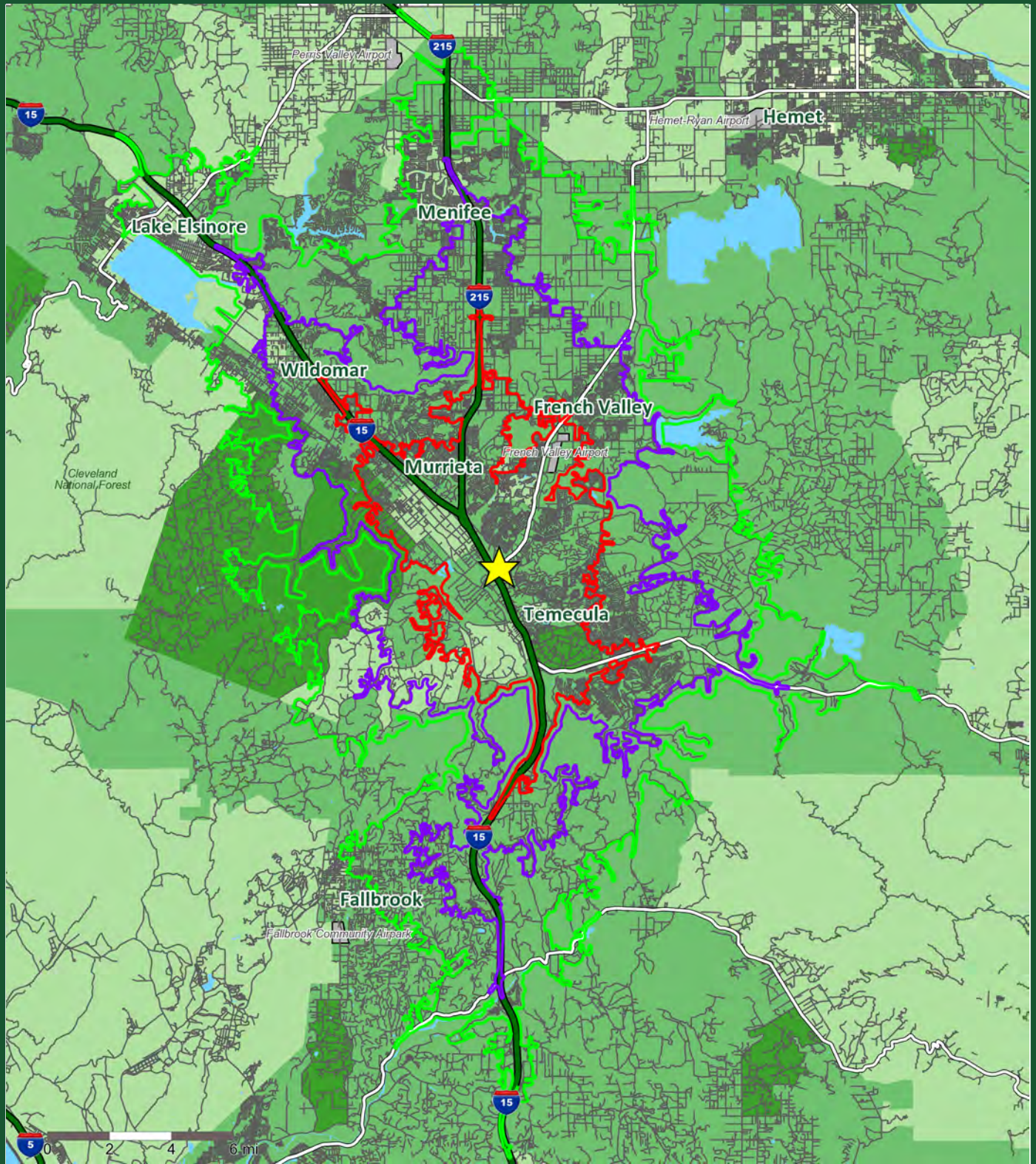
15 Minute Drive-Time

20 Minute Drive-Time

Estimated Population (2013) By Block Group

- 5,000 and Above
- 3,000 to 5,000
- 1,500 to 3,000
- 1,000 to 1,500
- 1,000 and Below





Temecula, CA: Household Income



★ Proposed
Retail Location

- 10 Minute Drive-Time
- 15 Minute Drive-Time
- 20 Minute Drive-Time

Median Household Income By Block Group

- \$200,000 and Above
- \$100,000 to \$200,000
- \$50,000 to \$100,000
- \$25,000 to \$50,000
- \$25,000 and Below





Contact Information

For further inquiry on the real estate opportunity at this site, please contact:

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About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

For further inquiry on Buxton or the analysis conducted in this study, please contact:

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